

Nature in its efforts to relieve the many sufferers from the distressing and unpleasant symptoms which usually accompany and manifest themselves in high blood pressure. High Blood Pressure is not a disease. It is a symptom of some disorder or abnormal condition. Sometimes it may be a result of mental worry or strain, then again it may be the consequence of unhygienic living, over and improper feeding, insufficient physical exercise, accumulation of poisons or toxins in the system, change of life or various other causes. To determine the cause an examination by a physician is desirable. As Norma does not remove the cause of high blood pressure, it is advisable to discover the cause and use corrective medical or hygienic measures while taking Norma. Norma, however, usually reduces high blood pressure and thereby relieves dizziness, head pains, nervousness, restlessness, sleeplessness and other discomforts and pains accompanying it. Those Who Know They Have High Blood Pressure. Thousands of persons have been told by insurance medical examiners and practicing physicians that they have high blood pressure. Such persons usually find great relief with Norma which reduces most forms of high blood pressure promptly and satisfactorily. It thereby tends to bring relief from dizziness, head pains, nervousness, sleeplessness, restlessness, melancholia and other distress and ills due to high blood pressure and usually enables blood pressure sufferers to go about their daily work and pleasures in comfort. One bottle often brings wonderful relief;" (bottle label, remainder of product) "A Vaso Motor dilator. The action of Norma is to relieve the strain on the arteries and blood vessels."

On March 1, 1928, no claimant having appeared for the property, judgments of condemnation and forfeiture were entered, and it was ordered by the court that the product be destroyed by the United States marshal.

W. M. JARDINE, *Secretary of Agriculture.*

15562. Adulteration and misbranding of spirits of nitre. U. S. v. 1 Gross Bottles of Spirits of Nitre. Default order of forfeiture and destruction entered. (F. & D. No. 20844. I. S. No. 6728-x. S. No. E-5635.)

On February 15, 1926, the United States attorney for the Southern District of Georgia, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying seizure and condemnation of 1 gross bottles of spirits of nitre, remaining in the original unbroken packages at Savannah, Ga., alleging that the article had been shipped by the W. H. Crawford Co., from Baltimore, Md., on or about October 1, 1925, and had been transported from the State of Maryland into the State of Georgia, and charging adulteration and misbranding in violation of the food and drugs act. The article was labeled in part: "Spirits Nitre, 4% Ethyl Nitrate, 91% Alcohol."

It was alleged in the libel that the article was adulterated, in that it was sold under a name recognized in the United States Pharmacopoeia and differed from the standard of quality or purity stated therein.

Misbranding was alleged for the reason that the article contained approximately 90 per cent by volume of a mixture of ordinary ethyl alcohol and isopropyl alcohol, in imitation of and sold under the name of another article, to wit, spirits of nitre. Misbranding was alleged for the further reason that the package failed to bear a statement on the label of the quantity or proportion of ordinary ethyl alcohol and isopropyl alcohol contained therein, and for the further reason that the statement on the label and carton, "91% Alcohol," was false and misleading in that the said statement represented that the article contained 91 per cent of alcohol, whereas it did not, but did contain a less amount.

On March 6, 1928, no claimant having appeared for the property, judgment of the court was entered ordering that the property be surrendered to the United States marshal, to be by him destroyed.

W. M. JARDINE, *Secretary of Agriculture.*

15563. Misbranding of Norma. U. S. v. 9 Bottles of Norma. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 22234. S. No. 283.)

On December 5, 1927, the United States attorney for the Eastern District of Wisconsin, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel praying seizure and condemnation of 9 bottles of Norma, remaining in the original unbroken pack-

ages at Milwaukee, Wis., alleging that the article had been shipped by the Norma Laboratories, Inc., from Albany, N. Y., on or about July 18, 1927, and transported from the State of New York into the State of Wisconsin, and charging misbranding in violation of the food and drugs act as amended.

Analysis of a sample of the article by this department showed that it consisted essentially of a soluble phosphate, a small amount of plant extractive material, red coloring matter, glycerin, and water.

It was alleged in the libel that the article was misbranded, in that the statement, "Norma is Purely Vegetable," borne on the label, was false and misleading. Misbranding was alleged for the further reason that the following statements regarding the curative or therapeutic effects of the article, borne on the labels, were false and fraudulent since the said article contained no ingredient or combination of ingredients capable of producing the effects claimed: "Reduces Blood Pressure * * * High Blood Pressure Thousands of people have high blood pressure and don't know what is the matter with them. It is a very common condition, leading to serious illness in many cases. All persons afflicted with it should beware of their danger Presence of high blood pressure is indicated by headache, nervousness, restless feeling, sleeplessness, dizziness, and 'all-gone' condition, as many describe it, accompanied by dread of 'something going to happen.' Frequently precedes apoplexy. Three or four bottles of Norma are usually sufficient to reduce high blood pressure. Then it is advisable to take a bottle once a month. Great comfort and much better health will be experienced by keeping the blood pressure around normal."

On January 23, 1928, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

W. M. JARDINE, *Secretary of Agriculture.*

15564. Misbranding of Norma. U. S. v. 137 Bottles, et al., of Norma. Default decrees of condemnation, forfeiture, and destruction. (F. & D. Nos. 22399, 22400. S. Nos. 463, 464.)

On or about January 31, 1928, the United States attorney for the Eastern District of Louisiana, acting upon reports by the Secretary of Agriculture, filed in the District Court of the United States for said district libels praying seizure and condemnation of 2 lots of Norma, consisting of 137 bottles, and 66 bottles, respectively, remaining in the original unbroken packages at New Orleans, La. On February 2, 1928, the libel filed against the said 66 bottles was amended to read "Seventy-Seven Bottles." Said libels alleged that the article had been shipped by the Norma Laboratories, Inc., Albany, N. Y., in various lots, on or about July 9, 1927, October 21, 1927, and January 12, 1928, respectively, and had been transported from the State of New York into the State of Louisiana, and that it was misbranded in violation of the food and drugs act as amended.

Analysis of a sample of the article by this department showed that it consisted essentially of a soluble phosphate, a small amount of plant extractive material, red coloring matter, glycerin, and water.

It was alleged in the libels that the article was misbranded, in that the following statements upon and accompanying the bottles were false and fraudulent, since the said article contained no ingredient or combination of ingredients capable of producing the effects claimed: (Bottle label of certain portion) "Blood Mechanism Regulator Indicated in cases of discomfort caused by high blood pressure; deficient nutrition, etc.;" (bottle label of certain portion) "A Vaso Motor dilator. The action of Norma is to relieve the strain on the arteries and blood vessels;" (bottle label of certain portion) "A medicine containing an ingredient recognized by many leading physicians as helpful in the treatment of High Blood Pressure;" (circular accompanying a certain portion) "The function of Norma is to aid the nature in its efforts to rehabilitate itself and thus relieve the many sufferers from the distressing and unpleasant symptoms which usually accompany disturbances of human blood mechanism and manifest themselves in so-called high blood pressure. So-called 'High Blood Pressure' is not a disease. It is a symptom of an abnormal condition. Sometimes it is one of the manifestations of Bright's disease—then again it may be a result of mental worry or strain and then again it may be just the consequence of unhygienic living and occurring usually in over and improper feeding and insufficient physical exercise;" (circular accompanying certain portion) "The function of Norma is to aid Nature in its effects (efforts) to relieve the many sufferers from the distressing and unpleasant symptoms which usually ac-